

## **D91 Growth Opportunities**

On Wednesday 22 October 1924 the first Toastmasters club meeting was held at the YMCA in Santa Ana California. This rest is history and a long history as we approach the 100th anniversary Toastmasters International now with 250,000+ members in 148 countries.

October 2023 is the start of a new Toastmasters 6 month membership term marking the end of the Smedley Award for clubs with 5 new members within the month of August and September 2023.

The beginning of October signifies a new dawn for growth and the early indications are that we have a 2% improvement on last years numbers. I expect these numbers to improve as the renewals done close to the deadline are fully reconciled and reflected on the Toastmasters global dashboard in the coming weeks.

The club growth team is looking forward to recognising and celebrating our most successful clubs once the global dashboard is reconciled. We will also need the support of all our experienced members to build on our recent membership growth successes by visiting and taking on meeting roles in our clubs with less than 20 members. There will also be increased opportunities for experienced members who will like to club coach for a club with less than 13 members. Please contact your Area / Division Directors who will help with find a suitable local to you or a suitable online club within our District.

The club growth team will be scheduling webinars for various clubs and membership growth ideas commencing with new club building introduction for at 8pm on Sunday 15 October 2023. The format will be a 45 mix of recorded presentation and Q & A. Please check the D91 calendar for upcoming webinars. We propose to run introductory webinars on club coaching, sponsoring new clubs, mentoring new clubs and member suggestions for webinars. If you would like to support the clubs membership growth webinars by sharing your individuality or club successes, please contact the D91 club growth team or your Area / Division Directors.

Please note that the UK HM Revenues and Customs effective 1 October 2023 requires Toastmasters International to charge 20% VAT of \$4:00 on new member one off registration fee of \$20:00. VAT will also apply to non educational items. If you require further clarification please contact our D91 Finance team..

What next:

Inviting guests to your Club, Area and Division contests is a unique opportunity for membership growth.

Take advantage of the opportunity to be a club coach as part of your DTM journey

Take advantage of the opportunity to Sponsor a new club as Toastmasters celebrates 100 years and District 91 celebrates 10 years in 2024 as part of your DTM journey

Thank you

Mo Dawodu  
D91 Club Growth Director 2023-2024